

Message Text

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PAGE 01 BUDAPE 02014 180609Z
ACTION EUR-12

INFO OCT-01 ISO-00 INR-10 EB-08 /031 W
-----010856 182014Z /61

R 171417Z MAY 78
FM AMEMBASSY BUDAPEST
TO USICA WASHDC
INFO SECSTATE WASHDC 1503

UNCLAS BUDAPEST 2014

USICA

E.O. 11652: N/A

SUBJECT: BUDAPEST SPRING FAIR: OPENING OF U.S. EXHIBIT-
DISTRIBUTION NETWORK USA

1. THE U.S. EXHIBIT, DISTRIBUTION NETWORK USA WAS OPENED AT 9:00 A.M. TODAY BY CHARGE HERBERT WILGIS WITH A RIBBON CUTTING CEREMONY. SHORTLY AFTER THE CEREMONY, THE EXHIBIT WAS VISITED BY THE DEPUTY PRIME MINISTER JANOS BORBANDI, THE MINISTER FOR FOREIGN TRADE, DR. JOSZEF BIRO, THE DIRECTOR GENERAL OF HUNGEXPO LASZLO FOLDES AND OTHER DIGNITARIES. ALTHOUGH THEIR VISIT WAS BRIEF, THE INTEREST IN THE EXHIBIT WAS GREAT AND THE REACTION VERY FAVORABLE.

2. THE EXHIBIT IS LOCATED IN HALL 25, NEAR THE CENTER OF THE FAIR GROUNDS AND WILL UNDOUBTEDLY DRAW LARGE CROWDS. THE EXHIBIT IS HANDSOMELY MOUNTED AND WILL HAVE CONSIDERABLE IMPACT UPON VIEWERS, WHO WILL SEE THE DISTRIBUTION PATTERN OF GOODS IN THE UNITED STATES. HTE FOUR COMPANIES REPRESENTED IN THE SHOW, FORD, ANCHOR HOCKING, LEVI STRAUSS, AND TROPICANA ALL HAVE THEIR PRODUCTS, AS WELL AS TV AND PRINT ADVERTISING, ATTRACTIVELY DISPLAYED. AS AN ADDED ITEM OF INTEREST, LEVI STRAUSS HAS RECENTLY CONCLUDED AN AGREEMENT WITH A HUNGARIAN FIRM FOR LOCAL PRODUCTION OF JEANS. AS A RESULT, THE LEVI STRAUSS

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EXHIBITS SHOULD RECEIVE CONSIDERABLE ADDED ATTENTION.

3. THE EXHIBITS DIRECTOR WAS HIGHLY IMAGINATIVE IN PLACING THE SHOW INTO A SPACE THAT WAS NOT IDEAL. HE HAS MADE IT ATTRACTIVE AND INVITING AND HAS MADE THE EXHIBIT APPEAR AS IF IT WAS DESIGNED FOR JUST THE SPACE IN WHICH IT STANDS.

4. THE EXHIBIT HAS FIVE ENGLISH SPEAKING HUNGARIAN GUIDES, ATTRACTIVELY DRESSED IN LEVI'S CLOTHES MADE OUT OF JEANS MATERIAL AND RED GINGHAM SHIRTS. IN ADDITION, THERE IS A LOCALLY HIRED HUNGARIAN ADMINISTRATIVE ASSISTANT.

5. PRESS COVERAGE BY VOA WAS PROVIDED BY A HUNGARIAN SERVICE CORRESPONDENT WHO CAME SPECIFICALLY TO COVER THE U.S. EXHIBIT AT THE BUDAPEST SPRING FAIR.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TRADE FAIRS
Control Number: n/a
Copy: SINGLE
Draft Date: 17 may 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978BUDAPE02014
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780210-0165
Format: TEL
From: BUDAPEST
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780551/aaaabqym.tel
Line Count: 73
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 6c2d3e9c-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 28 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2670644
Secure: OPEN
Status: NATIVE
Subject: BUDAPEST SPRING FAIR: OPENING OF U.S. EXHIBIT- DISTRIBUTION NETWORK USA
TAGS: BEXP, HU
To: ICA
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/6c2d3e9c-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014